



PRESS RELEASE

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For Immediate Release**

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BIG BROTHERS BIG SISTERS/THE NEWS-HERALD 29TH ANNUAL CHARITY GOLF CLASSIC IS JUNE 15

If golfers have to choose, agency asks that they pick the Charity Golf Classic

Painesville -- On Tuesday, June 15, 2010 Big Brothers Big Sisters of Northeast Ohio, along with their long-time event partner The News-Herald, is hosting the 29th annual Charity Golf Classic at Little Mountain Country Club in Concord.

The Charity Golf Classic is open to the public and fees will remain at their 2006 level so the cost for a single golfer will stay at \$175, and the cost for a foursome will remain \$650. Fees include continental-style breakfast, round of golf, cart with state-of-the-art GPS scoring system, lunch at the turn; and a complete Outback Steakhouse dinner complete with hors d'oeuvres.

Registration will begin at 9:30 a.m., and play will get underway at 11:00 am with a shotgun start.

With the economy forcing many companies and individual to be more selective and cut back on the number of golf outings they participate in, Big Brothers Big Sisters is hoping that the course at Little Mountain, the three full meals and the attention to detail the event offers will draw past participants back and entice new individual players and foursomes to play.

“When compared to other outings,” says Timothy Kehres, Executive Director, “the Big Brothers Big Sisters/News-Herald Charity Golf Classic offers golfers a lot more than other events charging similar prices. We make it a top priority to see that every golfer is treated as a valued guest and has everything they need to make the day enjoyable.”

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BBBSNEO Charity Golf Classic Cont.

This year Tony Zarrella, weekday sports director and anchor for 19 Action News, and a former Big Brother himself, will MC the event. According to Zarrella, "Big Brothers Big Sisters has a special place in my heart, because I know from first-hand experience how the relationship not only provides invaluable guidance to the Little, but ends up rewarding the Big just as much."

Current sponsors for the event include The News-Herald, Fairmount Minerals, Activities Press, Pepsiamericas, Dan-Dee Potato Chips, Outback Steakhouse, Lake Health and Village Dodge. Proceeds from the event will go directly to support the four different mentoring programs the agency offers to children in Lake, Geauga and Ashtabula counties.

To become a sponsor and register for the outing golfers can log onto the agency website at www.bbbsneo.org and click on events or call 440-352-2526.

Big Brothers Big Sisters of Northeast Ohio, a non-profit donor-based volunteer supported organization that relies on funding to recruit, match, monitor, and support its volunteers. At present, the agency is in significant need of male volunteers and additional funding to be able to match the children on their waiting list with a Big Brother or Big Sister of their own. The Charity Golf Classic is one of three major fund raisers the agency holds each year to generate funding. Big Brothers Big Sisters asks that businesses, corporations and individuals that would like to become event sponsors contact the agency as soon as possible for more information about the sponsorship opportunities that are still available.

Big Brothers Big Sisters is the oldest and largest youth mentoring organization in the US. Big Brothers Big Sisters of Northeast Ohio has been part of the local community for more than 40 years providing mentors to children in Lake, Geauga and Ashtabula counties through four separate and distinct mentoring programs. The programs include

- the tradition "match" program that matches caring adult volunteers, age 18 and older, with children between the ages of six through 15.
- after school mentoring programs that utilize high school student volunteers to mentor elementary school children in grades three through five one day a week after school
- lunch buddy mentoring which recruits senior citizens to mentor children in grades three through five in their elementary school during their lunch hour
- Big Brothers Big Sisters/ E City Lake County, an entrepreneurial/business class, that recruits local business men and women to mentor high school students enrolled in the class and offer guidance and advice as they create a business and produce a product

The goal of BBBSNEO is to provide a mentor to every child who needs and wants one.

Independent studies have proven that children matched with a Big Brother or Big Sister are:

- 46% less likely to begin using illegal drugs
- 52% less likely to skip school
- 33% less likely to exhibit violent behavior

For children who participate in an after-school mentoring program:

- 64% have a more positive attitude toward school
- 58% get higher grades
- 60% improve peer relationships
- 64% develop higher levels of self esteem

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